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DEPARTMENT OF MARKETING MANAGEMENT

IMPACT OF ADVERTISING ON SALES VOLUME

(In case of Habesha Brewery)

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BREWERY**

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DECLARATION

I, Hewan Temesgen, declare that the thesis entitled” impact of Advertising on sales volume in the case of Habesha Brewery” is my original work. I have carried out the present study independently with the guidance and support of the research advisor, Asst. Prof. Adanech Gedefaw. And any other contributors or sources used for the study have been accordingly acknowledged.

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STATEMENT OF CERTIFICATION

This is to certify that Hewan Temesgen has carried out her research work entitled “impact of Advertising on sales volume in the case of Habesha Brewery” for the partial fulfillment of Master’s degree in Marketing Management at St. Mary’s University. This study is original and is not submitted for any degree in this university or any other universities and is suitable for submission of Masters of Arts in Marketing Management.

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June, 2019

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List of Abbreviations and Acronyms

SPSS: Statistical Package for Social Science

Abstract

It is claimed that the advertisement media chosen by a company will have a direct impact on its sales volume. Since advertisement is used to reach potential and target customers, it should be conducted effectively and efficiently. The objective of this research was to find out how advertisement techniques used by Habesha beer affects the sales volume of its products. For this study, the researcher used both primary and secondary data to get into a conclusion. The primary data was conducted by a questionnaire and 58 employees participated. Additionally, the researcher used previously published related researches on this area. The finding indicates that Habesha beer mainly uses Radio and TV as the main media to promote their product. It was also found out that all informative, persuasive and reminder advertisements produced by Habesha beer have an impact on sales volume of Habesha brewery. For each variable, five end questions were asked to respondents. Additionally, the researcher found out factors such as using an advertisement to inform its existing customers regarding its product already existing in the market, by making the advertisement that keeps Habesha beer in the mind of customers once the product is already familiar. It was found out that informative advertisement have a significant relationship with sales volume compared to persuasive and reminder advertisement. Therefore, the researcher recommends that Habesha beer should give great emphasis to the variables that can directly affect its sales volume. Future researchers can also investigate which advertisement medias are preferred by customers

Keywords: *Advertisement, Habesha Brewery, TV and Radio*

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CHAPTER ONE INTRODUCTION

1.1 Background of the study

Of all marketing weapons, advertising has leading impact on viewers' mind, as its exposure is much more (Katke, 2007). Marketing mix has four subsets i.e. product, price, place and promotion and advertising is a component of promotional mix, which is used to create awareness about product and services for taking purchase decisions. Advertising is an impressive way for the businesses to give goods and services related information to customers. Graphics, images and words are used to show-case the product in such a way through which they grab the attention of consumers and make them select their product among other available products in the market.

Advertising is any paid form of non-personal communication about an organization or its product to a target audience through a mass/broadcast medium by an identified sponsor. In today's competitive market environment, firms invest significant sums in advertising to build their brands and generate sales. Television advertising is one of the most effective medium to influence the consumers purchase behavior (Hassan, 2015).

More so, advertising as a promotional tool also tends to remind, reassure and influence the decisions of the consumers because an advertisement itself enlightens, educates, and persuades consumers on their acceptability of the product offering.

Advertisement in such a media as print (newspaper, magazines, billboards, flyers) or broadcast (radio, television) typically consist of pictures, headlines, information about the product and occasionally a response coupon. Broadcast advertisement on the other hand consists of an audio or video narrative that can range from 15seconds spots to longer segments known as infomercials, which generally last 30 to 60 minutes (Busari 2002).

Advertisements can also be seen on the seats of grocery carts, on the wall of airport walkways, on the sides of buses, airplane and train. Advertisements are usually place anywhere an audience can easily and/or frequently access visual and/or video.

Taking the above statement into consideration, this research, is centered on the impact of Habesha Brewery advertising on the sales volume of a product. This work will shed light on how advertising can really affect a consumer's buying decisions in a growing economy of the country (Ethiopia) and how successful advertising can keep businesses going even in the midst a tough competition. As a result, it focuses on identifying whether advertisements released by Habesha

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beer have an effect on its sales volume. Among the factors that affect sales volume for Habesha beer are advertisements. These advertisements are categorized in three main categories such as:

- **Informative Advertisement:** The purpose of this type of advertisement is to inform target customers about the product. By releasing an informative advertisement, they will be introduced to the product for the first time.
- **Persuasive Advertisement:** This type of advertisement is intended to convince potential customers that they should use our product.
- **Reminder Advertisement:** The main objective of this type of advertisement is to let customers and others to be reminded of our product.

1.1 Background of the company

Habesha brewery is a new entrant to the market. The company was founded in 2014 by 8,000 Ethiopian shareholders collaborating with Swinkels family brewers. The company started production in July 2015, 20 days after commencing production with 700 hectoliters of production capacity and 300 KM radius of distribution. The factory founds in Debre Birhan and the head quarter founds in Addis Ababa. The company was founded with a vision of reaching and connecting every Ethiopians, with this vision in mind the company strives to build and run an efficient business which will provide the most sought after beverage brands for Ethiopians. The company has five corporate core values which are leadership, excellence in execution, quality, transparency and happiness. Currently the company expands its production capacity into 1.2 million hectoliters. Within a short time the company becomes successful and starts competing with the existing giant companies in the market. Currently the brewery has two portfolios of Products, Habesha beer and Negus malt. Habesha Beer is an alcoholic beer product with 5% alcohol, core values of the product are sharing, unity and togetherness, originality and authenticity, quality, celebration of legacy and tradition. Habesha is well known by its catchy advertisements which have traditional and authentic fell and look.

Habesha brewery established not by tens or hundreds, but thousands of visionary Ethiopians desperate to create something big of their own. So for us it's not only a place where the finest malt meets the purest water of Debre Berhan, but it's also a constant reminder of what unity can do to build a better Ethiopia. Habesha Beer started distribution on July 11, 2015, 20 days after commencing production, with a limited market in Debre Birhan, Addis Ababa and Adama. In terms of share capital distribution, Habesha Beer has 8,800 shareholders including idirs, equbs,

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and Ethiopians in the Diaspora, with shares of 4,000 Br to 5,000,000 Br. Habesha was planning an initial production capacity of 300,000hl (hectoliters), which it later increased to 650,000hl when Bavaria joined. The company is located in Debre Birhan town, 120Km north of Addis Ababa, where it started construction in September 2013 on a 7.5ha plot of land.

1.3 Statement of the problem

It is an established fact that advertising plays a very significant role in creating product or service awareness in the market place. Although it is common for people to relate the performance of a company with the priority it gives to advertising, people tend to forget that advertising budgets are a huge source of costs for the organization.

Companies use advertising as a way of communication to convince an audience for taking purchase decision about a product or service and delivering information to viewers. Organizations can do their best to create a successful brand, but the question is whether customer also perceives the same about the brand. The marketing activity linked with the brand tries to influence the customers' mind towards the brand. Perceived Brand Symmetry is the aggregate perception a customer holds about the brand's differentiation in a product category. At higher brand symmetry, the brand differentiation in a product category would be low. On the other hand, if the customer perceives major differences between the brands in a product category, then the brand symmetry is low (John & Yannis, 1991). Consumer good firms today are facing the biggest challenge of falling into high brand symmetry zone. Advertising has a very important role to play in creating concepts such as 'brand uniqueness'. Rosser Reeves in 1961 wrote a book on advertising *Reality in Advertising. This was considered to be the textbook on advertising during those days.*

By taking the results of this research into consideration, the Management team of Habesha beer can analyze the cost benefit analysis of different advertisement techniques through different media. So far, Habesha beer has promoted and also is promoting its products through different media with variety of purposes. However, they should be able to recognize which type of advertisement is successful and how they should plan for future advertisements.

Companies that advertise most persistently are very likely to spend more on advertising in a year than they achieve in net income (McAllister and John, 2004). The executives approving advertising budgets are almost unanimous in their belief that advertising is an efficient marketing tool relative to available alternatives. Thus, it may say that the business community is in accord about

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the usefulness and effectiveness of advertising. Keeping this in mind, companies are not certain whether the Advertisement released via different channel for its customers will generate additional revenue.

Companies in Ethiopia, particularly those in the Brewery sector consider advertising as an inevitable tool for survival in the highly competitive market. Companies would have to rely heavily on advertising to create a brand and distinguish it from other products in the minds of consumers. Thus, advertising has become the gateway to survival and the acquisition of market share. However, the need for survival, the desire to control larger market share and the dream of creating brand loyalty in the minds of consumers have made successful Breweries to pay much attention to advertising programs without recourse to the extent to which advertising has been able to tangibly improve their performance (. The study by Akanbi and Adeyeye (2011) which sought to establish the effect of advertising on the sales volume of Nigerian Bottling Company Plc. utilizing composite data from the annual accounts and reports of the Company from 1999-2009). Even though advertising budget had grown over the years to constitute a reasonable percentage of expenditure for the companies, little research attention has been paid to the effect of such advertising costs on the sales revenue and net profit of the Breweries in Ethiopia.

This study seeks to establish the effect of advertising on the sales volume of Habesha Brewery utilizing composite data. This research paper identifies the impact Habesha Beer Advertising on Sales Volume. The final result is believed to assist the management team of Habesha beer in decision-making process, to access the extent to which an advertising program reflects on the sales volume of a product.

This paper examined the impact of effective advertising on sale volume, which is the independent variable (advertisement) with dependent variable (Sale volume,).

1.4 Research questions

1. What is the impact of advertising on sales volume in Habesha brewery
2. To what extent the Habesha brewery follow the principles of advertising?

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1.5 Objectives

1.5.1 General Objective

The general objective this study is based on the drive to know the effect of advertising on the sales volume of Habesha Brewery.

1.5.2 Specific Objectives:

- ✓ To know the kind of media used for advertisement
- ✓ To evaluate the impact of informative advertising on sales volume of Habesha brewery.
- ✓ To examine the impact of persuasive advertising on sales volume of Habesha brewery.
- ✓ To examine the impact of reminder advertising on sales volume Habesha brewery.

1.6 Significance of the study

The study expects to yield a number of desirable benefits, the most essential of which is contribution to existing knowledge. Specifically, the findings of the study would provide direction as to the effect of advertising costs or expenditures on the sales revenue and profit of Breweries.

The findings would equip managers with better insights on how to compare and contrast the benefits of increase in advertising expenditure vis-à-vis sales revenue. The findings of the study would also help shareholders in their bid to monitor managers and ensure that only costs that could ensure the maximization of shareholders wealth were incurred by managers on behalf of shareholders.

1.7 Scope of the study

The scope of the study is restricted to Habesha Brewery's informative persuasive and reminder advertisements impact on sales volume. The population is limited to marketing and sales department staff of Habesha Brewery and the data was collected from mid April 2019- May 2019 within the geographical location of Addis Ababa. However, further collection of opinions from other regions population might have a significant effect on the comprehensiveness of the study.

1.8 Limitation of the study

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Availability of Secondary Data: - One of the major limitations for this study was to extract from the annual reports and accounts of the company. The researcher would have been able to get additional and precise information if secondary data was available. However, since this information is confidential, the company was not willing to share the sales volume for this investigation.

Further, many number of firms under the Breweries sector would have been studied. However, unavailability of necessary data had been a source of stumbling block for the researcher. Therefore, the researcher had no option than to restrict the scope of this study to Habesha brewery.

This research work is designed to examine the impact of advertising on sales volume. However, the primary data was restricted to information collected from the Employees (who work in marketing and sales department).

1.9 Definitions of terms

Advertising: - advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea.

Advertisement:-advertisement is a message paid for by those who send them with the intention of influencing and informing people who receive them.

Media:- media is a means of mass communication (broadcasting, publishing, and the Internet) regarded collectively.

Sales volume:-sales volume is the number of units sold within a reporting period

CHAPTER TWO

LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

Introduction

Advertising is any paid form of non-personal presentation and promotion of ideas and goods, or services by an identified sponsor (Kotler and Armstrong 2010). Although mostly commercial firms use advertising, a wide range of nonprofit organizations, professionals and social agencies that advertise their causes to various target publics (Philip Kotler and Garry Armstrong) also uses it.

2.1 Theoretical Literature Review

2.1.1 Concept of Advertising

The meaning of advertising cannot be definite as it means different things to different people depending on their perceptions of what it is. According to Kotler (2000), advertising is any non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. Advertiser includes not only business firms but also museums, charitable organizations and government agencies that direct messages to target public. Advertising can also be defined as any paid non-personal communication about an organization, products, services or ideas by an identified sponsor (Bennet, 2006). Advertising is any paid message presented through various media, such as television, radio, magazine, newspapers or billboards by an identified source.

Scholars such as Sandage and Rotzoll (2002) have argued that advertising is a cost-effective way to disseminate messages, for instance to build brand preference for a product or to educate people about government policies or to avoid consumption of hard drugs, companies embark upon advertising not only to sell their products, promote their goods, but also to create efficient defense to curtail competitors' moves. Frank (2005) saw advertising with the aim to persuade people to buy. Modern advertising is a product of the twentieth century; however, communication has been a part of the selling process ever since the exchange of goods between people started (Kazimi, 2005). Modern commercial advertising is the persuasive force that aims at changing customer's behaviors. This is important because consumer wants and needs change as their economic positions improve and as they pass through different stages. It is therefore desirable for advertisers to assess the impact of advertisement on their products' performance from time to time (Kotler, 2000).

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Shimp (2007) in corroborating Richards and Curran (2002) defined advertising as a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future. A broad variety of rational motives can be used as the source for advertising appeals such as convenience, economy, health, sensory benefits, quality, performance, comfort, reliability, durability, efficiency, efficacy etc; all of these are to stimulate the consumer to patronize a product (Duncan, 2002).

According to Giles (1974) as cited in Adewale (2004) advertising is a non-personal communication directed at target audience through various media in order to present and promote products, services and ideas. Hancock and Holloway (2002) stated that advertising are those marketing activities other than personal selling, publicity and public relations that stimulate consumer purchasing and dealers effectiveness, such as displays, 23 shows and exhibitions, demonstrations and various non-recurrent selling efforts not in ordinary routine. Wright (2000) defined advertising as a short term incentive to the traders or consumers to induce the purchase of a product. Engel (2000) stated that advertising informs customers about a product and also sells the product. All the aforementioned definitions made modest efforts to define advertising. However, one or two deficiencies can be observed from some of the definitions. The study finds the definition by Bennet (2006) that advertising is any paid non-personal communication about an organization, products, services or ideas by an identified sponsor as a better one and hence it was adopted by it. The definition appears to be adequate for the purpose of the study, and encompasses all the important dimensions to advertising such as the product, awareness and sales among others.

2.1.2 Objectives of Advertising

In the past, many people thought that advertising could be carried out without any objectives. Studies have shown this to be a wrong notion. For advertising to be regarded as having aims and objectives, it needs to possess some of the followings:

Tellis (2000) Opined that advertising is to encourage purchase by temporarily improving the value of a brand. The main objective of advertising is to translate favorable attitudes into actual purchase, improve attitude towards a brand and nurture brand loyalty at all times. Donald (2000) stated that regardless of the exact technique employed, advertising should attempt to accomplish four fundamental tasks:

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1. Advertising objectives should relate to overall marketing and should be clearly measurable. This requires that the promotional strategies should adequately define what the promotion wishes to accomplish;

2. Advertising technique should be used to supplement sales and advertising efforts;

3. Advertising like other promotional forms should attract attention among those people they are intended to influence; and

4. Advertising should generally persuade the target audience to place an order i.e. to really close the sale and perhaps assume it has been done. There must be readily recognizable link between the promotion and desirability of buying the particular product. According to Adeleye (1998) advertising has three objectives:

1. **Sales:** Some firms, especially those involved in direct response can define and measure their advertising objectives in terms of unit or Naira sales or specific sales. Leads and Shultz (1990) contented that setting sales as the advertising objective is the most acceptable way of measuring advertising impact.

2. **Behavioral effect:** When advertising cannot be defined directly in terms of final sales, some types of behavioral activity by consumers may be used as a measure of the impact of the advertising campaign. For example, some advertisers try to get their target audience to take a specific action short of making a purchase such as requesting for more information, or visiting a retail outlet.

3. **Communication effect:** Firms do set and measure their advertising objectives in terms of awareness, knowledge, preference, or some other mental effect on the consumer. The observation made by Adeleye (1998) shared the same opinion with Kotler (2000) in which he postulated that most advertisers try to measure the communication effects of an advertisement i.e. its potential effects on awareness, knowledge or preference apart from sales effect.

2.1.3 Functions of Advertising

It is undoubtedly true that many products and services would remain unsold were it not for advertising campaign. Only major firms can afford to produce advertising campaign because of their high cost and such firms compete fiercely, utilizing expensive media East (2003). Thomas (1991) opined that one of the functions of advertising is to create differentiation among brands that are otherwise difficult to distinguish. Schmalensee (1976) argued that established firms achieve a significant market advantage. This occurs because their advertising effectiveness and

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product appeal have been enhanced by consumer experience with the product as well as the simple aggregate volume of competing advertising messages. Thus, established firms can impose higher advertising costs on new entrants by increasing their own advertising barrier to entry, more market power and higher profits. This can be said to be true of the food and beverages firms in Nigeria because of consumer experience with their products as well as their product appeal to the minds of their customers. This is an indisputable fact because major firms such as Cadbury Nigeria Plc, Nestle Nigeria Plc, NBC and Seven-Up Companies within the food and beverages sector had eliminated other competitors from the market through advertising intensity and the commitment of huge advertising financial resources to advertising programmes.

Adewale (2004) postulated that advertising performs the following functions: it informs the public or potential buyers about the existence of a product or services and where it can be obtained; it educates the consumers about the use of the products; it encourages the company to improve its product qualities or services qualities if it is to 35 remaining the market. Advertising however helps to persuade the consumers to buy the products. Advertising creates employment opportunities for the people; to remind the consumers about the continued purchases of the goods. Also advertising helps to expand the markets for some goods and services and thus reducing prices, brand loyalty is created, and for instance some people will not take any type of milk. It presents good image of the company to the public. Advertising increases volume of sales and thus increase profits and it provides information about changes in price and quality of the goods and services.

Akanbi and Adeyeye (2011) observed that advertising set off a chain reaction of economic events. Why do consumers prefer advertised brands as compared to unadvertised brands in the same product category? Not necessary because advertised brands are superior but because advertising can add value to a brand in the consumer's mind. While advertising may not speak directly about a product's quality, the image created by advertising may imply quality and make the product more desirable by adding value to it. Advertising also adds value by educating consumers about their options of choosing their desired value in the products or services they buy. Advertising also offers consumers the opportunity to satisfy their psychic or symbolic needs and wants through products or services they use. Advertising contributes to the self-interest by adding value to products and services in a free market system. Furthermore, it encourages competition which adds to the consumer's self-interest. In accordance with the work of Young

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(1973), Shimp (2007) asserted that many business firms as well as not-for-profit organizations have faith in advertising majorly because it performs five critical communications functions which are informing, influencing, reminding and increasing salience, adding value, and assisting other company efforts.

One of the advertising's most important functions is to publicize brands (Ehrenberg, Kennedy, and Bloom, 2002). Advertising is an efficient form of communication capable of reaching mass audiences at a relatively low cost per contact, it facilitates the introduction of new brands and increases demand for existing brands, largely by increasing consumer's top-of-mind awareness for established brands in matured products categories (D'Souza and Rao 1995; Ehrenberg 1974; Miller and Berry 1998; Ehrenberg, Barnard, Kennedy, and Bloom, 2002). Advertising performs most valuable information role – both for the advertised brand and the consumer by teaching new uses for existing brands hence encouraging customers to exhibit willingness to patronize such a brand (Wansink and Ray, 1996). Scholars agreed that effective advertising assists in influencing perceived quality and other perceptions of a product thereby leading to increased market share and greater profitability. Machleit, Allen, and Madden (1993), asserted that effective advertising increases the consumer's interest in matured brands and thus the likelihood of purchasing brands that otherwise might not have been chosen just as they maintained that advertising has demonstrated having influence over brands with tendency of consumers who have not recently purchased a brand.

According to Abiraji (1998), advertising performs the following functions such as influencing consumer behavior by persuading them to buy. Advertising is used to maintain sales and to stabilize or increase profits levels. It can help to change attitudes leading to favoring one firm's product over another's. More often than not, it is used to bring new goods and services to the attention of the buying public and build good will between producers and customers. Bisi (1992) stated that advertising is used to clarify the negative opinions people have about a product which may be as a result of what they have heard other people say about the product. The writers on the function in advertising shared similar opinions especially the advertising is used to influence consumer behavior by persuading them to buy.

2.1.4 Types of Advertising

Advertising can be classified on different bases. The most common typologies are on the basis of media, sponsor, geography, audience and the stage in product life cycle in which advertising is

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being done. According to Colley (1961), classification may be on the basis of what is being advertised and the kind of demand the advertising is intended to stimulate or create; and these classification can be summarized as follow.

i. **Classification by Media:** The advertising medium is the route through which advertising is channeled; thus, we can identify two important media, these are print and electronic advertising.

a. **Printing advertising:** It is the advertising that relies on the printed words and it is further subdivided into newspaper advertising in which daily magazines/journals advertising (weekly magazines or monthly journals) are used to advertise products e.g. Daily Trust, New Nigeria Newspaper, Standard Newspaper, Weekly Trust, Vanguard Newspaper, etc. This also includes outdoor advertising through which sign-boards, posters, and billboards are mounted on major roads to display products or services.

b. **Electronic advertising:** Advertising could also be channeled through the use of electronic media such as the radio, television, cinema, home video etc.

ii. **Classification by sponsor:** Manufacturer –producers advertising are those advertising sponsored by manufacturers or producers of a product. These are common with manufacturers and producers of household items such as the Unilever, Peterson Zochlis, and others.

a. Cooperative advertising it is the type of advert that is being sponsored by two organizations in the same business line of production. This could involve joint sponsorship of advertising campaign by firms in different stage of production.

iii. **Classification by Geographical Coverage:** This type of advertising campaign is usually tailored on a particular audience or customers. This may prompt an advertising covering wider or limited geographical areas. This involves local and national advertising. Local advertising is a geographically localized advertising by local newspapers or radio station, while the national advertising has its coverage in the entire country utilizing national newspapers or radio station.

iv. **Classification by Intended Audience:** Advertising is often aimed at different target audience depending on the product and primary purpose for which it is being used. Curry and Penman (2004) asserted that consumer advertising is aimed at individuals and households who buy for domestic non-business use. But, Industrial advertising has its target audience on those who buy for re-sales or for production of goods and services for sales. However, trade and professional advertising are those advertising focused on those who buy for re-sales and those who do not use product themselves but recommend them for use by others.

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v. **Classification by Stage in Product Cycle:** According to Lavidge and Steiner (1961), a product passes through many stages during its life span. When a new product is being introduced for the first time into the market, it is through the pioneering advertising. Pioneering advertising is used to herald a new product into the market, introduce it to the potential users and demonstrate its usefulness. As a competitor develops new products, each competitor tries to demonstrate the competitiveness superiority of his products over others. In this stage of the product life cycle, there is competitive advertising which is used to fight competition in the market place and for improving market share of the company. At the maturity stage of the life cycle of the product, the main purpose of advertising is to regain the company's current customers' patronage.

The main advertising approaches according to Kotler (2000) are:

1. **Competitive:** Advertising is where one firm tries to outdo others competing for buyers using the most expensive medium i.e. television and showing its advertising as often as it can afford.
2. **Specialty:** Advertising, a firm produces small promotional articles which are given away freely to potential customers. These might include pens, pencils dairies, key rings and a vast of array of stickers.
3. **Defensive:** Advertising a firm has no choice but to advertise even if it had no intention of doing so. This can be regarded as "forced advertising" brought upon the firm by competitors who wish to prevent it from getting a hold on the market.

This is costly as firms must act fast and advertise in order to wade off such attacks (Abiraji, 1998).

Companies are advised to select the best medium of communication of their products to the consumers. While selecting the best medium of communication, they must make sure that they select the less costly medium in order to reduce expenses on their activities. Also, their choice of communication process should be capable of reaching the consumers at all the time.

2.1.5 Steps in choosing an advertising media

Armstrong specifies four major steps taken into consideration when choosing an advertising media, these are deciding on reach, frequency and impact of the medium selected. Reach is the percentage of people in the target market who are exposed to the advertising campaign. Frequency is the measure of how many times the average person in the target market is exposed to the message.

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Media impact is the qualitative value of message exposure through a given medium for example for products that need to be demonstrated, messages on television may have a great impact than those on radio since television has both sound and sight. In choosing the type of media, the reach, frequency and impact of the major media types include newspapers, televisions, direct mail, radios and magazines. Media choice is affected by the media habits of target consumers that is, media that reaches target consumer effectively. Nature of products that is some of products and services are best advertised on televisions and color magazines.

Types of messages that is a major sale may require radio or television while a technical sale requires magazines, and direct mailing or on line. Cost is another major factor in media choice. This looks at the total cost of using a medium advertising the cost per advert exposure.

Selecting specific media vehicles with in each general media type such as specific magazines, televisions , television shows or radio programs ,a company must consider or complete the cost over thousand persons reached by a vehicle, cost of producing adverts for different media and also balance media cost measures against several media impact factors.

Deciding media timing is last step in choosing an advertising media. The company must decide how to schedule the advertising over the course of a year. Continuity or pulsing patterns may be chosen. Continuity means scheduling the adverts evenly within the given period while pulsing means scheduling adverts unevenly over a period of time.

2.1.6 Testing of the Advertisement

Before a company mounts campaign, it is necessary to test the advertisement. According to Falomo (1983), the purpose of test is to identify areas that need to be improved upon. The test can take different forms; it may be shown to a sample of consumers in laboratory situation. The consumers are required to comment on various aspects of the advertisement. Such comments and suggestions could then indicate the weakness of the advertisement.

The advertisement may run in a test market, which is considered representative of the target audience (Okpara, 2002). People who saw it could then be asked their opinions about the different aspects of their beliefs of the appeals, the impact made by the illustration and the effect on their approach. The comment is usually very useful. Although advertisement testing is costly, but it is valuable since it helps to detect and identify avoidable errors which could ruin the entire exercise.

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It is of crucial important that companies should undergo testing of advertisement of their products before embarking on massive advertising. This is mainly to avoid possible failures and incurring expenses not prepared for by the company. Poorly advertised products due to poor advertisement could lead to lack of product patronage by the consumers. Thus, it could ultimately result into dwindling sales and profits. As a result, Companies are highly advised to adequately guide their advertisement while attempting to carry out campaign for their products. If not carefully planned, their competitors in the market will capitalize on their weaknesses and try to outcompete and force them out of the business.

2.1.7 Importance of advertisement to business

Goods and services are produced according to consumers growing and changing desires. They are competitive tools for companies among their rivals. Companies involved in the commercial production of goods and services need advertising for several important reasons. The first reason is that advertising helps to publicize and promote their products to the public thereby helping to improve sales. Depending on the nature of the product, advertising uses the right media to get the message across to consumers. For example, in the case of consumer products such as food, soap and soft drink; the broadcast media is often chosen. Secondly, advertising helps to reduce distribution costs. Because advertising reaches a mass audiences, the cost of personal selling and distribution is greatly reduced (Dominick, 2013). Through the various media advertising messages can go beyond regional and national boundaries. Advertisements are exposed to a global market via the internet and social networks. Advertising serves as a tool for competition. In order to compete with others, companies use creative and appealing advertisements to lure consumers to patronize their brands. Some companies will go as far as inundating the media with their advertisements in order to ensure that consumers' attention is captured. However, Phillip and Raspberry argue that what counts is not what the company says about itself but rather what people say about it as experience shows that companies who trumpet heir virtues are barely average (Phillip and Raspberry, 2008). Advertising for manufacturers has several advantages like promotes products because people become aware of the existence products and services and lead them to making a purchase so sales are increasing; increasing of the sales demonstrate higher demand, it means more production; through advertising companies communicate new products to consumers in an effective and cost effective way. Advertising simplifies the task of the salesperson and helps consumers reach out to new products (Chowdhury, 2011). In addition,

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through advertising a company can compete with others by showcasing competitive prices or the benefits of its products and services. Manufacturers can also remove misunderstanding about their products through appropriate advertising (Akrani, 2010). Advertising for consumers has also several advantages like advertising helps to save consumers time by pointing them to specific products. Advertising also helps consumers to be more specific during shopping. Consumers can make their choice before going shopping. They become aware of new businesses and new products and brands; through competition, which is enhancing by advertising. Some companies often lower the prices of their products in order to make more sales and compete with others in the market and also many advertisements often contain customer care number or links to company's websites which consumers can contact the company directly with questions or complaints. In addition to advantages of manufacturers and consumers, there are many advantages for society as the advertising industry generates thousands of jobs for people connected with advertising or marketing communication. Advertising also generates more jobs in companies due to expanding production and sales; because of the highly competitive marketing environment, companies are constantly trying to come up with new products with creative designs and improved benefits or functions. The emergence and use of these new products often lead to higher quality of living; many media houses especially private ones, depend entirely or almost entirely on revenue generated from advertisements. Through revenue from advertisements, many print houses are able to reduce the cost of production, which in turn lowers the prices of newspapers and magazines; advertising stimulates research both academically and in marketing. Scholars and marketers are increasingly interested in studying the ways advertising affects consumers and how consumers react to advertising. On the other hand; advertising also has its weaknesses like; advertising often leads to increment in the prices of goods as companies try to recover huge amounts spent on advertising in the media. The persuasive nature of advertisements often cause people to buy products they do not actually need. Companies who depend solely on advertising as the medium for marketing their products can be negatively affected if consumer's tastes and preference changes to other brands. Moreover, many advertisements are misleading or full of exaggeration. Consumers often find out too late that products are often below the quality of what was advertised. The deception often employed in many advertisements informs public suspicion of advertising as a manipulative process.

2.1.8 Determinant of advertising effectiveness

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“Advertising can sell anything.” The advertiser views that readers make purchases by going through the tricky phrases or clever slogans. “It is selling in print or presenting a commodity in print to the people in such a way that they may be induced to buy it.” Not all products need be advertise. Some products still have good market without advertising while others have poor market with advertising.

Advertising programme is aim at demand creation, and the manufacturer should know or evaluate its advertising opportunities. The question arises as to what factors determine the advertising opportunity. The ability of a product to be advertising is its advertisability.

Factors of advertising determinants

1. The Product should have Primary Demand:

A major criterion for primary demand advertising is whether the generic product provides important advantages for the consumer, when compared to other products that are capable of satisfying the same wants. A product enjoys primary demand when it is desirable. Flattering illustrations or glorifying descriptions are not sufficient to make the people buy. The stronger and more basic the consumer-wants are satisfied with the new product, the greater the primary demand advertising opportunity will be, that is, advertising is beneficial only when market demand is on the increase.

2. Advertising must be Continuous:

There is advertisability expansion, if continuous advertising is adopted. Rare appearance of advertisement is insufficient to draw the attention of new or old customers. There are many advertisers, who constantly bring the products or services to the attention of readers.

3. Greater Chances for Product Differentiation:

There must be opportunity to differentiate the products. This is a governing factor of advertisability. Product differentiation is the step to create preferences in the mind of customers. That is possible through color, name, shape, size, package, taste etc. of the product. Product differentiation makes the public believe that a product is superior to others. For instance, appliances, automobiles or cosmetics are easier to advertise than wheat or rice. The more a brand differs from the competing brands of the same product, the greater the opportunity.

4. Product should have Hidden Qualities:

The advertiser can inform the customers about the hidden qualities of a product through advertising. If the consumer can evaluate the qualities of the product at the time of purchase,

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there is less opportunity for selective-demand advertising, than if the product has hidden qualities which, to be evaluated, need purchase and use. For example, a cake-mix can be advertised and promises are made as to its simple preparation and its taste. To verify the qualities, one has to purchase and use. Advertising provides a major means of promoting these hidden qualities.

5. Presence of Power of Emotional Buying Motives:

The buying motives are in the minds of consumers but not in the product. The buying motives are just like petrol, with which a car or scooter moves on the roads. By making appeals of gains, economy, pride, prestige etc. of the product, emotional buying motives can be increased.

6. Sufficient Funds:

A firm must have sufficient funds to support an advertising programme successfully. Advertisability can be increased, by spending enough funds through latest development of advertising. The policy of advertising depends upon the nature of products and the cost of advertising depends upon the sale of the products.

7. Product Price:

The price of the product is also another important factor. The price must be reasonable, compared to similar products in the market. It need not be lower than other products in the market, but the advertiser should not persuade the consumer to pay a very high price.

2.2 Empirical Literature Review

In the course of documentation, researchers came with different reports on advertising to sales and organization in general.

Singh J D (1983) in his study examined the trends in bank advertising in the seventies in India. The study revealed that the bank advertisements were created purposely for the sake of advertising rather than for creating the market or serving the customer satisfactorily. There is lack of professionalism in bank advertising and marketing. Suggestions were made to give stress on 'positioning the bank' rather than selling the products after identification and prediction of customer requirements.

Other Researchers have tried to estimate the effects of advertising on brand sales using field data (Leone and Schultz 1980; Vakratsas and Ambler 1996). Most of these studies focus on many technical issues involved in efficiently capturing the unbiased effects of advertising, given the limitations of field data (Hanssens, Parsons, and Schultz 1990).

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Deeper analysis of these studies finds that the effects of advertising are significantly greater than zero but do vary by market and product characteristics (Assmus, Farley, and Lehmann 1984; Sethuraman and Tellis 1991). Few studies have addressed the advertising effects on sales. Little has been researched on capturing the impact of how the effects vary by creative medium or vehicle, and time of day for broadcast advertising (example: Bhattacharya and Lodish 1994). In particular, no study has researched the effects of advertising by these three factors simultaneously. While marketers know that that consumer behaviour is influenced by multiple factors, yet little research has been done on understanding the impact using the integrated marketing mix model (Sethi 1977, Feichtinger, Hartl and Sethi, 1994). This is attributed to the fragility of advertising's effects and the complexities involved in getting bias-free estimates. Naik and Raman (2003) present an insight as to how a marketer or a shareholder is keen on measuring the impact of marketing (advertising investment) on market performance. To assess these effects marketers often use regression analysis. Arguing that OLS models introduce biasing effects, they put forward the Weiner Kalman Filter (WKF) that provides estimates that are closer to the true parameters.

Advertising's effectiveness lies in its capability to help stimulate or maintain sales (Eachambadi 1994; Mantrala, Sinha, and Zoltners 1992; Naik, Mantrala, and Sawyer Sethi 1998; Vidale and Wolfe 1957). Thus, advertising is frequently used as an independent variable in explaining changes in sales (Lilien 1994). Abraham and Lodish (1990) believe that advertising effectiveness has to be captured by the additional sales of a product over and above those that would have happened in absence of any advertising or promotion.

Although advertising managers have long believed that advertising's impact on sales can persist longer than the current period (Clarke 1976), the tendency to assume that advertising's effect on sales is short-term is yet prevalent. They further argue that the longer uses of advertising are better than less and shorter uses of it irrespective of the nature of contribution of advertisement to sales (Jones 1992, 1995). The inability of measures to differentiate the impact of advertisement between its short term and long term effects have resulted in wastage of advertising expenditure (Abraham and Lodish, 1990; Bass 1969). Echambadi (1994) uses the analogy of capital budgeting process to capture the effectiveness of ad spending on sales and profitability. He suggests that the brand managers be allowed to spend as much as they want on advertising if the return they generate is able to beat an internally agreed hurdle. His belief rests on the premise

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that absolute size of the ad budget does not matter but the return on that budget is the criteria for ad effectiveness. The basic duopoly model leads to an equilibrium which can be determined analytically (Dixit, 1979); this basic model does not demonstrate any dynamic behaviour. Introducing advertising into the model allows firms endogenously alter demand which does invoke dynamic behaviour but is analytically intractable. Graham and Ariza (2003) present a model that optimizes allocation of firm advertising expenditure using a simulated annealing approach. Steerman et al (2007) use an approach that combines duopoly theory with the behavioural theory of the firm. Research on the response to advertising had primarily looked at the shape of the response function (Aaker and Carman 1982; Simon and Arndt 1980; Mesak 1999), the dynamics of advertising effects (Simon 1978), and the interaction of advertising with other promotional mix elements (Winder and Moore 1989; Wild 1977). Luo and Donthu (2001) apply DEA – Data Envelopment Analysis – to the question of how to measure the efficiency of the advertising in the traditional media. Further Yunjae Cheong (2006) uses the similar model to carry out a study on the evaluation of ad media spending efficiency. This model focused on how one could measure, maximize and benchmark the effects of advertising media spending thereby improving the effectiveness of advertising. Yew, Keh and Ong (2005) report that intensive investment in advertising contributes positively to the one-year stock market performances of non-manufacturing firms. However their results were inconclusive whether manufacturing firms benefit from investment in advertising as measured by the three-year stock market performance. Mathur et al (1995) using event study methodology concluded that investors react positively to announcements of advertisement changes leading to higher market value for the firms. Graham and Frankenberg (2000) examined the asset value of advertising expenditures of 320 firms with reported advertising expenditure for each of the 10 consecutive years ending in 1994, seeking to determine the impact of advertising expenditures on the financial performance. They used the changes in year to year differences in advertising expenditure to measure the impact on asset value and subsequent market value of the publicly traded firms.

Zefania Kimolo (1998) in her report on the “Promotion Techniques” conducted at NSSF headquarters found out, some organizations are not effective in sales because they are not aware of the promotion tools when, where and how to employ them. She also said that some techniques are not affecting sales because they are wrongly implemented and lacks enough funds for implementation.

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Consolata Sanka (1999), in her research “effectiveness of promotion in service marketing”, she found that the most people in organization think that promotion is the role of marketing department only. This reduces the effectiveness of promotion mix/tool(s), and she concluded that frequent seminars, conferences, workshops and training should take place so that every employee in every department can participate in getting the expected promotion effect to organization.

Joseph, E.G (2002) of Mzumbe University in his research on “The impact of promotion techniques under competitive business environment” he generally said that promotion tools are the most weapon(s) used in the competition battle, and if they are effectively used, they tend to affect sales positively.

2.3 Relationship between Advertising and Sales

The interrelationship between advertising expenditures and sales value in the market response analysis, have resulted in conflicting findings. For instance, Telser (1962 cited in Kocabiyikoğlu, 2004) utilized the time series data for three different cigarette brands.

Simultaneous equation models were used to explore the relationship between advertising and sales. The study found that different cigarette brands earn different return on advertising spending. Furthermore, Telser (1962) states that other marketing variables such as economic conditions and the level of competition in the market also influence the advertising-sales relationship (Kocabiyikoğlu, 2004). While studying the relationship between advertising and sales, Quandt (1964) also argued that other variables like disposable income, education etc. should be considered as these factors affect the advertising-sales relationship. Murphy and Cunningham (1993) state that linking advertising with sales impact is not appropriate as other marketing variables such as economic factors, market factors, etc., affect the company sale. In fact, previous research investigating the real effectiveness of advertising has not found a clear link between advertising and its effect on company sale (Vakratsas and Ambler 1999). Neslin (2002) found that other variables like sales promotion can have a significant influence on the advertising and sales relationship and consider such variables responsible for inconsistent results in previous studies on the effectiveness of advertisement.

Concave Downward

With thus, Julian Simon and Johan Arndt concluded that the effects of advertising budgets follow the microeconomic law of diminishing returns. That is, as the amount of advertising increases, its incremental value decreases. The logic is that those with the greatest potential to

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buy will likely act on the first (or earliest) exposures, while those less likely to buy are not likely to change as a result of the advertising. For those who may be potential buyers, each additional advert will supply little or no new information that will affect their decision. Thus, according to the concave-downward model, the effect of advertising quickly begins to diminish. Budgeting under this model suggests that fewer advertising naira may be needed to create the optimal influence on sales.

Other economists such as Dean (19> 1), Chamberlain (1%2), Comanor and Wilson (1974), and Porter (1976) claim that there are initial increasing returns to scale for advertising. Similarly, some marketing researchers and operations analysts assert that the advertising response curve is S-shaped (Zentler and Ryde, 1956; Vidale and Wolfe, 1957; Rae, 1970). Acquisition of complex skills usually can best be described by a concave curve.

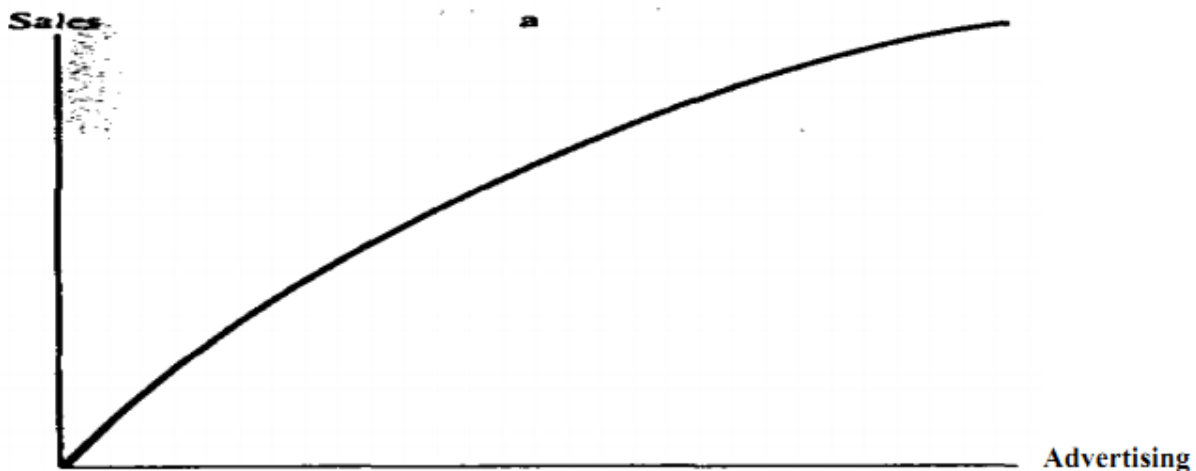


Figure 2.1: Concave downward response curve Advertising

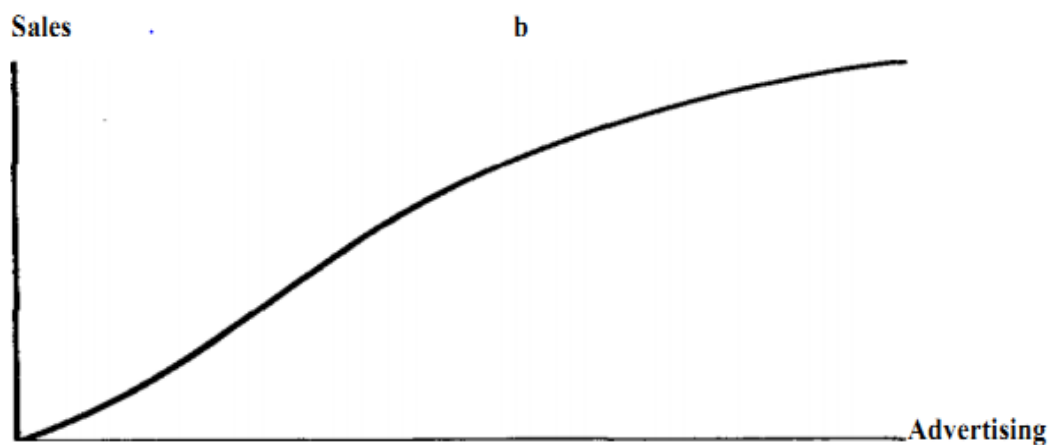
Source: George E. Belch (2003)

S-Shaped Response Curve The S-shaped curves have been observed in classical conditioning and in memorizing as well as in the development of skills (Bercson and Steiner, 1964). Many advertising managers assume the s-shaped response curve (as shown below), which projects an S-shaped response function to the budget outlay (again measured in sales). Initial outlays of the advertising budget have little impact (as indicated by the essentially flat sales curve in range A). After a certain budget level has been reached (the beginning of range B), advertising and promotional efforts begin to have an effect, as additional increments of expenditures result in

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increased sales. This incremental gain continues only to a point, however because at the beginning of range C) additional expenditures begin to return little or nothing in the way of sales. This model suggests a small advertising budget is likely to have no impact beyond the sales that may have been generated through other means (for example, word of mouth). At the other extreme, more does not necessarily mean better: Additional nairas spent beyond range B have no additional impact on sales and for the most part can be considered wasted. With marginal analysis, one would attempt to operate at that point on the curve in area B) where the maximum return for the money is attained.

Some psychological speculations in favor of the S-shaped response functions are based on the notion of a threshold effect. In Chamberlin's (1962) language: "Control of the buyer's consciousness must be gained and while it is being gained additional expenditure yields increasing returns." Another argument is that constant repetition would ingrain a stimulus in the mind and eventually lead to a desired effect (Greenberg and Suttoni, 1973). In the imagery of the advertising-space salesman, the argument is that "You've got to keep dripping the water onto the rock until it cracks."



Source: Journal of Advertising Research by, Julian L. Simon and Johan Arndt

Figure 2.2: S-shape response curve Sales Advertising

2.4 Impact of advertising on sales volume

The interrelationship between advertising expenditures and sales value in the market response analysis, have resulted in conflicting findings. For instance, Telser (1962 cited in Kocabiyoğlu, 2004) utilized the time series data for three different cigarette brands. Simultaneous equation models were used to explore the relationship between advertising and sales. The study found that

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2.4.1 Informative advertising

Informative advertising is to create awareness among customers regarding the products or services the company offers for them first time. The customers do not know about the new product or the company has launched service. At that time, the advertisement is given with the objective to inform them regarding the efforts of the company. This objective is only to create awareness of the prospects. For example, when a company introduces its new model of a car first time and interested to inform customers regarding this.

2.4.2 Reminder advertising

When the advertiser gives advertisement second time or repeatedly its objective is not to inform first time to create awareness but to remind regarding the first advertisement. Further, when the company is interested to inform its existing customers regarding its products or services already existing in market is to remind the customers. They should not forget the offers of the advertisers. This helps in keeping update knowledge of the customers regarding products availability in the markets. Most of the companies are giving advertisement with this objective in market competitive situation.

2.4.3 Persuasive advertising

The advertiser is giving advertisements with the interest to remind them repeatedly so that it would become difficult for them to avoid advertisement. One day eventually, they have to pay

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attention and agree for the products of the company. The efforts are to make them agree for buying the products of the company. The objective is to persuade them for the desired action. Only thing is that if time taken by the customer to pursue is longer than it may be costly for the advertiser due to repeated advertisements for longer period.

2.5 Conceptual framework

The following conceptual framework is developing for this study.

From the figure shown below, it can be seen that advertising is the independent variable that affects the sales volume of a company. Informative, persuasive and reminder advertisements are types of advertisement that has an impact on the sales volume of a product or service.

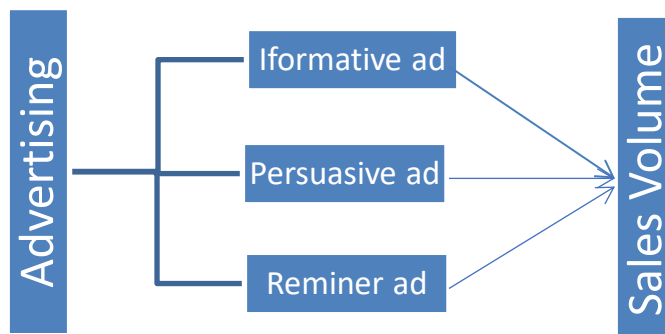


Figure2.3: Conceptual Framework

Source: Adapted from: Pride, F. et al (1989), Marketing Concept and Strategies (6th edition), Boston Houghton Mifflin Company

CHAPTER THREE

RESEARCH METHODOLOGY

Introduction

This chapter describes research design and methodology, target population, sample size determination, method of data collection, ethical consideration, and data analysis. The study was focused to assess the effect of advertising on sales volume of Habesha Brewery based on the opinion of the company's marketing and sales department staffs.

3.1 Research Approach

This study used quantitative approach, which identifies any causal link between factors or variables, and it allowed examine the impact of advertising on sales volume. A quantitative approach is one in which the investigator primarily use post positivist claim for developing knowledge (i.e. cause and effect thinking , reduction of specific variables and question , use of measurement and observation and the of theories, employs strategies, of inquiry such as experiments and survey and collects data on predetermined instruments that yield statistical data (Cresswell 2003).

3.2 Research Design

This study used descriptive research design and aims to determine the aspects of the problem which was crucial for a thorough analysis. With descriptive research design, the researcher has an opportunity to have a clear view of the problem from other related sources and narrows the research around these important items. And correlation research design to calculate the relationship between the two variables (advertising and sales volume).

3.3 Population and sample size determination

3.3.1 Target population

The population of this study was members of the staff of Habesha Brewery in the department of marketing and sales staffs in Addis Ababa.

3.3.2 Sample Size

The size of population taken was 66 which include all the marketing and sales department employee of Habesha brewery in Addis Ababa. Since the number of employee are small the sampling technique used for this study was censes sampling. Therefor number of respondents to whom the questionnaire was administered includes all the marketing and sales employee of

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Habesha brewery. From this 14 of them were in of marketing and 52 of them were sales employees.

3.3.3 Sampling Technique

The sampling technique used in this study was census sampling technique which includes all the population of Habesha brewery Marketing and Sales staff.

3.4 Data Source and Type

The sources of data used in this study comprised primary and secondary data. Primary data was collected through questionnaire. As a general rule stated by Malhotra (2005) examination of available secondary data is a pre requisite to the collection of the primary data.

3.5 Data collection instrument

Questionnaire: - was distributed to 66 employees of Habesha brewery marketing department staff.

3.6 Data Collection Procedure

The questionnaire format used for this study was closed questionnaire. For this study, the questionnaire was prepared to align with the objective of the study mentioned above. And also, the Questionnaire organized in three sections. The first section was designed to obtain the personal information of the respondents and forms of media which Habesha Brewery prefers to advertise its product. The second section contained questions categorized as variables for informative advertising, persuasive advertising, and reminder advertising to obtain relevant information regarding the company's advertising objective. The third section contained sales volume related questions to obtain data whether advertising affected it or not.

In order to gather primary data, only questionnaire was used. This is because employees of Habesha beer claimed to be very busy. Therefore, the researcher chose this method in order to minimize the time responders took to answer the questions.

The researcher used the above methods in collecting and gathering data through reading previously published and related documents to this research. The documents include monthly and annual reports and budgets of Habesha beer. However, since this information is confidential, it is not discussed in this paper directly. Additionally, the researcher referred to newsletters, journals and other relevant materials for this particular the study.

3.7 Validity and Reliability

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The researcher followed all scientific procedures to conduct and deliver a high quality research. Starting from identifying the problem up to reporting the finding, all information on this document is factual. Additionally, the researcher also tested the reliability of this research; readers can find it on the result and discussion section of this document.

3.7.1 Validity

When testing our construct validity, sources of evidence is mainly used, that is questioner. In testing our construct validity, researcher had citations to all sources where materials and evidence collected from; researcher also briefly described the particular circumstances where our main data collected from. To increase the external validity researcher gathered data from employees whose work is related to the research topic. Therefore, the questionnaire was only distributed to those who are directly responsible for advertisement and related activities of Habesha beer.

3.7.2 Reliability

In order to make this research reliable, the researcher gathered the necessary and available information from employees and previously published literatures. The researcher was also conscious on selecting appropriate questions. Additionally, the researcher clearly describes each procedure and result on the methodology and Result & Discussion section of this document. The results shown in this document are based on the responses of samples taken for this research.

Table 3.1 Reliability test

Reliability Statistics	
Cronbach's Alpha	N of Items
.630	41

From the above table we can see that the Alpha coefficient 0.63.which is adequate because the standard is 0.6 or higher.

3.8 Methods of Data Analysis

The collected data through questionnaires are edited, coded, tallied, tabulated and converted into frequencies. The data gathered from the questionnaire was analyzed by using SPSS and the analysis was made was descriptive, correlation and regression. Descriptive was used to analyze to mean, standard deviation, skewness and kurtosis. Correlation to determine the how dependent and independent variables are correlated, Regression to determine how the dependent variable was explained by independent variable In quantitative analysis, the numbers can tell us the

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answers we are looking for. Therefore, all discussion is conducted based on the analysis made by SPSS software so as to interpret the data accurately.

3.9 Ethical considerations

The ethical code of conduct in this study is to keep the confidentiality of the data given by respondents were not required to write their name and assured that their response was be treated in confidentiality. The purpose of the study was disclosed in the introductory part of the questionnaire and the questionnaires were distributed only to marketing department staffs of Habesha brewery.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION OF FINDINGS

Introduction

In this chapter the researcher analyses, interpreted and presented the data that was obtained from the findings. The said information was collected through questionnaires were coded, tallied, tabulated and converted into frequencies. The information is presented in tables and discussed after its presentation as shown below

Table 4.1 Sex of respondents

Sex					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	24	41.4	41.4	41.4
	Female	34	58.6	58.6	100.0
	Total	58	100.0	100.0	

From the above table, we can see that 58.6% of respondents are female and the rest 41.4% are male.

Table 4.2 Educational background

Educational background					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Post graduate	13	22.4	22.4	22.4
	Graduate	45	77.6	77.6	100.0
	Total	58	100.0	100.0	

From the above table we can see that 22.4% of respondents have Degree and the rest 77.6 % have Master's Degree.

Table 4.3 Length of continuous service with the department

Length of continuous service with the department					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-3	58	100.0	100.0	100.0

Table 4.3 tells us that 100% of the employees work between the years 0-3. This is because; the company joined the sector a few years ago.

Descriptive Statistics

Table 4.4 Descriptive Statistics for the advertising media used by Habesha brewery

Descriptive Statistics													
	N	Range	Minimum	Maximum	Mean	Std. Error	Std. Deviation	Variance	Skewness	Std. Error	Kurtosis	Std. Error	
													Statistic
Sales promotion (Sample testing)	58	4.00	1.00	5.00	2.1034	.13174	1.00332	1.007	1.082	.314	1.556	.618	
Online (Website)	58	2.00	3.00	5.00	4.2069	.10653	.81129	.658	-.402	.314	-1.364	.618	

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TV	58	4.00	1.00	5.00	4.6379	.09430	.71814	.516	-2.861	.314	10.937	.618
Radio	58	2.00	3.00	5.00	4.7931	.06394	.48697	.237	-2.375	.314	5.129	.618
Newspaper & Magazine	58	2.00	3.00	5.00	3.7069	.08523	.64912	.421	.371	.314	-.669	.618
Banner	58	2.00	1.00	3.00	1.3621	.06824	.51973	.270	.974	.314	-.227	.618
Brochure	58	4.00	1.00	5.00	1.8621	.14436	1.09941	1.209	1.923	.314	3.502	.618
Billboard	58	2.00	1.00	3.00	1.7241	.09135	.69568	.484	.434	.314	-.839	.618
Product placement	58	2.00	3.00	5.00	4.0172	.08693	.66204	.438	-.018	.314	-.630	.618
Sponsoring event	58	2.00	3.00	5.00	4.2069	.10933	.83264	.693	-.411	.314	-1.440	.618
Valid N (listwise)	58											

From the above table we can clearly see that (TV, Mean = 4.6379), (Radio, Mean = 4.7931), (Online, Mean = 4.2069) and (Product placement, Mean = 4.0172) are the most used media for Habesha beer advertising. Also (Billboard, Mean = 1.7241) and (Banner, Mean = 1.3621) are the least used media of advertising for Habesha beer.

From the above result, we can conclude that Radio, TV and Online Advertisement are the most used Medias by Habesha beer. We can also conclude that Habesha beer rarely use Billboard as an advertisement media.

Skewness is the measure of the asymmetric of the distribution of variables. The skew value of a normal distribution is zero, usually implying symmetric distribution. A positive skew value indicates that the tail on the right side of the distribution is longer than the left side and the bulk of the values lie on the left of the mean. In contrast a negative skew value indicates that the tail on the left side of the distribution is longer than the right side and the bulk of the value lie to the right to the mean West et .al (1996). West et al(1996) proposed that reference of normality as skew value < 2 . From this online, TV and Radio advertisings are skewed.

On the other hand Kurtosis is a measure of the peak-endness of a distribution. West et.al (1996) proposed a preference of normality as an absolute kurtosis (proper) value > 7 . For some practical reason most statistical packages such as SPSS providing excess kurtosis obtained by subtracting 3 from kurtosis (proper). The excess kurtosis should be zero for perfectly normal distribution. Distribution with positive excess kurtosis are called leptokurtic distribution (meaning) high peak and distribution with negative excess kurtosis are called plarykurtic distribution. From this TV and Radio advertisings are high peak distribution than the others.

Table 4.5 frequencies for the advertising media used by Habesha brewery

\$media Frequencies				
		Responses		Percent of Cases
		N	Percent	
types of media used	Strongly disagree	104	18.1%	179.3%
	Disagree	97	16.9%	167.2%
	Neutral	90	15.7%	155.2%
	Agree	114	19.8%	196.6%
	Strongly agree	170	29.6%	293.1%
Total		575	100.0%	991.4%
a. Group				

Impact of advertising on sales volume

From the above table we can see that 29.6% are strongly agreed, 19.8% agreed and 15.7% neutral opinion on Habesha brewery use the selected advertising media and 18.1% strongly disagreed and 16.9% disagreed on Habesha brewery use the selected advertising media.

Table 4.6 Descriptive Statistics on effect of advertising informative advertising on Habesha beer

Descriptive Statistics												
	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance	Skewness	Kurtosis			
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Std. Error	Statistic	Std. Error	
Adverts of Habesha Brewery meets the intended audience	58	4.00	1.00	5.00	4.3621	.12224	.93092	.867	-2.419	.314	6.924	.618
The advertisement media are reachable by the target audience	58	1.00	4.00	5.00	4.6897	.06128	.46668	.218	-.842	.314	-1.339	.618
Advertising delivers awareness of Habesha beer	58	2.00	3.00	5.00	4.1034	.08409	.64044	.410	-.091	.314	-.495	.618
Habesha beer advertising provides enough information about its product	58	4.00	1.00	5.00	2.4828	.15210	1.15836	1.342	.710	.314	-.104	.618
The advert makes audience laugh, but provides information about the product	58	3.00	1.00	4.00	2.1552	.13427	1.02258	1.046	.595	.314	-.694	.618
Valid N (list wise)	58											

From the above table the mean of Table 4.6 shows that adverts of Habesha Brewery meets the intended audience have a skewness problem and the rest doesn't have either kurtosis or skewness problems.

And it shows that the advert of Habesha beer provides enough information and meets the intended audience successfully through the informative advertisement.

Table 4.7 Frequency table for informative advertising

informative ad Frequencies				
		Responses		Percent of Cases
		N	Percent	
informative advertising	Strongly disagree	31	10.7%	53.4%
	Disagree	47	16.2%	81.0%
	Neutral	31	10.7%	53.4%
	Agree	91	31.4%	156.9%
	Strongly agree	90	31.0%	155.2%
Total		290	100.0%	500.0%
a. Group				

Impact of advertising on sales volume

From the above table, we can see that the respondents are 31.1% agreed, 31.0% strongly agreed, 16.2% disagreed, 10.7% strongly disagreed and 10.7% neutral opinion on informative advertising on Habesha brewery. This indicates that most of the informative advertising reach the intended audience but not always.

Table 4.8 Descriptive Statistics on effect of advertising persuasive advertising on Habesha beer

Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Use untruthful tactic in which a sells person attracts customers into a store with the promise of a bargain	58	1.00	5.00	1.5862	1.04352	2.449	.314	5.844	.618
Use celebrity or famous person to endorse a product	58	2.00	4.00	3.1724	.56624	.025	.314	-.033	.618
The advertising makes viewers feel certain emotions	58	3.00	5.00	4.5517	.62611	-1.090	.314	.173	.618
The advertising highlights highly valued beliefs such as patriotism, peace or freedom	58	1.00	5.00	3.8103	.88767	-1.482	.314	3.427	.618
Use vivid words in plain language	58	3.00	5.00	4.5862	.53095	-.721	.314	-.723	.618
Valid N (listwise)	58								

From the above table, use untruthful tactic in which a sells person attracts customers into a store with the promise of a bargain with mean 1.5862 and standard deviation 1.04352, Use celebrity or famous person to endorse a product with mean 3.1724 and standard deviation 0.56624, The advertising makes viewers feel certain emotions with mean 4.5517 and standard deviation 0.62611, The advertising highlights highly valued beliefs such as patriotism, peace or freedom with mean 3.8103 and standard deviation 0.88767 and Use vivid words in plain language with mean 4.5862 and standard deviation 0.53095. From this the advertisements of Habesha brewery use vivid words in plain language and makes viewers feel certain emotions.

Table 4.9 frequency for persuasive advertising

persuasive ad Frequencies				
		Responses		Percent of Cases
		N	Percent	
persuasive advertising	Neutral	48	16.6%	82.8%
	Agree	112	38.6%	193.1%

Impact of advertising on sales volume

	Strongly agree	130	44.8%	224.1%
Total		290	100.0%	500.0%
a. Group				

From the above table, we can see that the respondents are 44.8% strongly agreed, 38.6% agreed and 16.6% neutral on the persuasive advertising of Habesha brewery. This indicates that the advertisements are perceived by the customer and meet the objectives.

Table 4.10 Descriptive Statistics on effect of advertising reminder advertising on Habesha beer

Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
The advertising keeps Habesha beer in the mind of customers once the product is already familiar	58	3.00	5.00	4.4138	.72631	-.827	.314	-.624	.618
Use an extensive advertising campaign seasonally	58	3.00	5.00	4.2931	.79491	-.584	.314	-1.167	.618
The advertising is designed to remind customers about the benefits of products or their current need for those benefits	58	3.00	5.00	4.2759	.72046	-.471	.314	-.932	.618
Advertising informs its existing customers regarding its product already existing in the market	58	3.00	5.00	4.1724	.70432	-.256	.314	-.923	.618
Advertising keeps updating knowledge of customers regarding product availability in the market	58	3.00	5.00	4.2586	.71477	-.428	.314	-.928	.618

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Customers see advertisement while browsing website and apps from the Google display network	58	2.00	5.00	4.0000	.99119	-.336	.314	-1.307	.618
Valid N (list wise)	58								

The advertising keeps Habesha beer in the mind of customers once the product is already familiar with 4.4138 and standard deviation 0.72631, Use an extensive advertising campaign seasonally with 4.2931 and standard deviation 0.79491, the advertising is designed to remind customers about the benefits of products or their current need for those benefits with 4.2759 and standard deviation 0.72046, Advertising informs its existing customers regarding its product already existing in the market with 4.1724 and standard deviation 0.70432, Advertising keeps updating knowledge of customers regarding product availability in the market with 4.2586 and standard deviation 0.71477 and Customers see advertisement while browsing website and apps from the Google display network with 4.0000 and standard deviation 0.99119.

Table 4.11 Reminder advertising

reminder ad Frequencies				
		Responses		Percent of Cases
		N	Percent	
reminder advertising	Disagree	3	0.9%	5.2%
	Neutral	67	19.3%	115.5%
	Agree	123	35.3%	212.1%
	Strongly agree	155	44.5%	267.2%
Total		348	100.0%	600.0%
a. Group				

From the above table, we can see that the respondents are 44.5% strongly agreed, 35.3% agreed 19.3% neutral and 0.9% disagreed on reminder advertising of Habesha brewery. It implies that reminded the customer about its product through its advertisement.

Table 4.12 Descriptive Statistics on sales volume of Habesha beer

Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Encourages large size purchase	58	3.00	5.00	4.5517	.65353	-1.174	.314	.251	.618
Provide sample testing among non-users	58	1.00	5.00	1.5517	.88203	2.300	.314	6.495	.618
Provides sells promotion on off season buying	58	1.00	3.00	1.5172	.59946	.691	.314	-.444	.618

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Builds brand loyalty and equity for the existing customer	58	1.00	4.00	2.0517	.99864	.441	.314	-.987	.618
Combination of various types of promotional strategies helps the company to achieve the desired objectives	58	4.00	5.00	4.3103	.46668	.842	.314	-1.339	.618
Increase number of customer by giving discount	58	1.00	5.00	1.6034	.85716	1.571	.314	2.916	.618
Increase number of customer by sponsoring events	58	3.00	5.00	4.4483	.65353	-.779	.314	-.412	.618
Valid N (listwise)	58								

Encourages large size purchase with mean 4.5517 and standard deviation 0.65353, Provide sample testing among non-users with mean 1.5517 and standard deviation 0.88203, Provides sells promotion on off season buying with mean 1.5172 and standard deviation 0.59946, Builds brand loyalty and equity for the existing customer mean 2.0517 and standard deviation 0.99864, Combination of various types of promotional strategies helps the company to achieve the desired objectives with mean 4.3103 and standard deviation 0.46668, Increase number of customer by giving discount with mean 1.6.34 and standard deviation 0.85716 and Increase number of customer by sponsoring events with mean 4.4483 and standard deviation 0.65353.

Table 4:13 frequency for persuasive advertising

Sales volume Frequencies				
		Responses		Percent of Cases
		N	Percent	
sales volume	Strongly disagree	122	30.0%	210.3%
	Disagree	73	18.0%	125.9%
	Neutral	39	9.6%	67.2%
	Agree	83	20.4%	143.1%
	Strongly agree	89	21.9%	153.4%
Total		406	100.0%	700.0%
a. Group				

From the above table, we can see that the respondents are 21.9% strongly agreed, 20.4% agreed 18.0% disagreed 9.6% neutral and 30.0% strongly disagreed.

Correlation Test

Correlation analysis helps to gain insight in to the direction and strength of correlation between variables. Correlation coefficients take value between -1 and 1 ranging from being negatively correlated (-1) to uncorrelated (0) to positively correlated (+). Pearson correlation analysis was used to provide evidence of convergent validity. Pearson correlation

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coefficient reveals magnitude and direction of relationship (either positive or negative) and the intensity of the relationship (1.0 to +1.0).

Table 4.14 Correlations between sales volumes with informative, persuasive and reminder advertising

Correlations					
			Informative ad	Persuasive ad	Reminder ad
Spearman's rho	Sales volume	Correlation Coefficient	.383**	.058	.193
		Sig. (2-tailed)	.003	.667	.146
		N	58	58	58

** . Correlation is significant at the 0.01 level (2-tailed).

From the above correlation table, the independent variable (informative adverts) and dependent variable (sales volume) have a direct relationship with a Spearman's correlation coefficient of 0.383.

The independent variable (persuasive adverts) and dependent variable (sales volume) have a small and direct relationship with a Spearman's correlation coefficient of 0.058.

The independent variable (reminder adverts) and dependent variable (sales volume) have a small and direct relationship with a Spearman's correlation coefficient of 0.193.

Therefore, we can conclude that informative advertisement has the most effect on sales volume of Habesha brewery when compared to the other two types of advertisements. Whereas, persuasive and reminder advertisements has a weak effect on the sales volume of Habesha brewery.

Multicollinearity Test

After the normality of the data is tested the next step is to determine whether there is similarity between the independent variables in a mode, it is necessary to multicollinearity test. Similarities between the independent variables will result in a very strong correlation. If the VIF (Variance inflation Factor) is equal to 1, there is no multicollinearity among factors.

If the VIF is greater than one, the predictors are moderately correlated.

Table 4.15 Collinearity coefficients

Coefficients^a										
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
		1	(Constant)	1.228			.592		2.076	.043
	informative ad	.363	.088	.495	4.114	.000	.186	.540	.936	1.068
	persuasive ad	.012	.105	.014	.115	.909	-.199	.223	.969	1.032
	reminder ad	.071	.104	.082	.681	.499	-.138	.279	.931	1.074

a. Dependent Variable: sales volume

From the above table the coefficient output collinearity statics the VIF value for informative advertising is 1.068, for persuasive advertising 1.032 and reminder advertising 1.074.this indicates that all the tree are greater than 1 so, they are collinear with the dependent variable.

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From the above table, we can see that the sig value is greater than 0.05 indicating that persuasive and reminder ads don't have significant effect on the sales volume of Habesha brewery.

Regression Test

Regression analysis was conducted to examine the effect of independent variables (Informative, persuasive and reminder advertising) on the dependent variable (sales volume).

Regression analysis was used to test the significance contribution of each independent variable to the dependent variable

Simple Regression

Table 4.16 Regression

Model Summary										
Model	R	R Square	Adjusted Square	Std. Error of the Estimate	Change Statistics					
					R Change	Square Change	F Change	df1	df2	Sig. Change
1	.518 ^a	.269	.228	.29737	.269	6.611	3	54	.001	
a. Predictors: (Constant), reminder ad, persuasive ad, informative ad										
b. Dependent Variable: sales volume										

From the above table the R and R² values are 0.518 and 0.269 respectively. This shows that the R value represents the simple correlation is 0.518 and R² indicates the total variation in the dependent variable sales volume can explain by the independent variables (informative advertising, persuasive advertising and reminder advertising) by 26.9%.

Table 4.17 ANOVA

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1.754	3	.585	6.611	.001 ^b
	Residual	4.775	54	.088		
	Total	6.529	57			
a. Dependent Variable: sales volume						
b. Predictors: (Constant), reminder ad, persuasive ad, informative ad						

Here the F score is higher than the significant score smaller than 0.005 therefore the independent variables (informative, persuasive and reminder advertising) have an impact on dependent variable (sales volume).

Multiple Regressions

Table 4.18 Multiple Regressions

Model Summary ^b					
Model	R	R Square	Adjusted Square	Std. Error of the Estimate	Durbin-Watson
1	.512 ^a	.262	.249	.29339	1.766
a. Predictors: (Constant), informative ad					
b. Dependent Variable: sales volume					

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From the above table the R and R² values are 0.512 and 0.262 respectively. This shows that the R value represents the simple correlation is 0.512 and R² indicates the total variation in the dependent variable sales volume can explain by the independent variables (informative advertising, persuasive advertising and reminder advertising) by 26.2%. And the standard value of Durbin-Watson is from 0-4; however the value is 1.766 which is less than two so it has a positive relationship between the adjacent residuals.

Table 4.19 ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.709	1	1.709	19.850	.000 ^b
	Residual	4.820	56	.086		
	Total	6.529	57			
a. Dependent Variable: sales volume						
b. Predictors: (Constant), informative ad						

Here the F score is higher than the significant score smaller than 0.005 therefore the independent variables informative advertising have an impact on sales volume.

Table 4.20 Regression Coefficients

Coefficients ^a													
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error				Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.527	.302		5.054	.000	.922	2.132					
	Informative ad	.375	.084	.512	4.455	.000	.206	.544	.512	.512	.512	1.000	1.000
a. Dependent Variable: sales volume													

From this informative advertising is significantly predicting sales volume. From the value when informative advertising is increase by one unite the sales volume will by 1.527 units. And the tolerance is higher than 0.2 which indicates that there is no collinearity between the variables.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

Introduction

This chapter contains the conclusions and recommendations and end with areas of future research. The objective of the study was examining the effect of advertising on sales volume, determining the level of sales volume, and determining the media used to advertise the products of Habesha Brewery.

5.1 Conclusion

From the discussion section, we can see that Habesha beer intensively uses TV and radio as a media to advertise for their product. However, it seems like they don't use banner or billboard as a media to promote. Besides TV and Radio, it was also identified that Habesha beer uses online promotion and product placement. Therefore, it is concluded that TV, Radio and Website are the most used Medias of Advertisement by Habesha beer.

From the descriptive statistics, we are also able to find out that the reminder advertisement produced by Habesha beer encourages large size purchase, uses various types of promotional strategies to help the company achieve its desired objective and increases the number of customers by sponsoring events.

From the questionnaire, the results indicate that all informative, persuasive and reminder advertisements have an impact on sales volume of Habesha brewery. The three variables are described by different questions in the questionnaire.

It was found out that Habesha beer advertising medias are reachable by the target audience (Mean = 4.6877, Std. Deviation = 0.06128). The company is also producing an advertisement that keeps Habesha beer in the mind of customers once the product is already familiar (Mean = 4.5682, Std. Deviation = 0.53095). Additionally, the company advertisement keeps in mind of customers once the product is already familiar (Mean 4.4138, Std. Deviation = 0.72631).

From the survey that was conducted, the advertisement Medias for Habesha beer are reachable by the target market. Additionally, the informative advertisement delivers awareness of Habesha beer to its targeted customers. It also provides enough information and meets the intended audience successfully through the informative advertisement.

From the Spearman's correlation, it was identified that informative, persuasive and reminder advertising with a Pearson correlation coefficient of .383, .058 and 0.193 respectively. The above result shows informative, persuasive & reminder advertisings have a direct relationship with sales volume.

With the VIF value of informative advertising is 1.068, persuasive advertising 1.032 and reminder advertising 1.074. The independent variables are collinear with the dependent variable. This finding is similar to Lulit Adamu's finding on her research 'impact of advertisement on sales performance in case of St. George brewery' with VIF value of informative advertising is 1.436, persuasive advertising 1.375 and reminder advertising 1.154.

For R and R² values are 0.518 and 0.269 respectively. The total variation in the dependent variable sales volume can explain by the independent variables (informative advertising, persuasive advertising and reminder advertising) by 26.9%. This finding is different to Lulit Adamu's finding on her research 'impact of advertisement on sales performance in case of St. George brewery' with R value of 0.424 and R² value 0.159.

For R and R² values for multiple regressions are 0.512 and 0.262 respectively. The total variation in the sales volume can explain by the informative advertising by 26.2%.

5.2 Recommendation

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Finally, it is recommended that Habesha beer should know that all its advertisements intended to inform, remind or persuade its products have a huge and significant impact on its sales volume. Since these advertisements can directly affect its sales volume, all promotions should be done carefully in a way to attract its current and target customers. Additionally, in order to get a clear picture on the effect of different advertising mechanisms, they should closely observe the reaction of customers.

Since Habesha beer does not use Banners brochures and other Medias of advertisement, it is recommended to use these Medias. This is because it is better to taste the reaction and feedback of the audience before avoiding it. Moreover, they should work on analyzing the effect of each advertisement Media. From this investigation, Habesha beer can easily understand that all informative, reminder and persuasive advertisements have direct impact on its sales volume. However, they should also be able to recognize which Media is effective and appealing to its customers.

5.3 Suggested areas for future research

Future researchers can also investigate how customers feel with different Medias of promotion. In that way, Habesha beer will have a clearer picture on how to promote its products intensively. It is expected to ensure that all target customers have the information regarding their product.

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Annex

Survey Questionnaire

My name is Hewan Temesgen. First and foremost, thank you for agreeing to take part in this important research ‘investigating the impact of advertising on sales volume of Habesha Brewery’.

This survey will only take 20 minutes to complete. I want to assure you that all answers you provide will be kept in secrecy and confidentiality.

This research is aimed to investigate the effect of advertisement on sales volume in Habesha beer. It is solely conducted for the purpose of completing my Master’s degree.

In order to make this research scientific, I would kindly ask you to spare a few minutes to answer the following questions. Your contribution is valuable for me and I appreciate you for your time.

I appreciate your cooperation

Please give answers in the spaces provided and tick in the box that matches your response to the questions where applicable.

Section I: General Information

- Sex : Male Female
- Educational level:
Post Graduate level
University Degree
Diploma
High school
Other, specify _____
- Length of continuous service with the department?
0 to 3 years
4-6 years
Over 7 years
- To what extent do you agree Habesha Brewery uses the following media mixes in Advertising? Use 1-Strongly disagree, 2-Disagree, 3-Moderate extent, 4-Agree and 5 strongly agree.

	1	2	3	4	5
Business Cards					
Online (website)					
TV					
Radio and podcasts					
Newspaper					
Magazine					
Banner					

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Brochure					
Bill Boards					
Sponsoring Event					

Section II: Informative advertising, Persuasive advertising, and Reminder advertising

To what extent do you agree with the following regarding Habesha Brewery advertising? Use 1-Strongly disagree, 2-Disagree, 3-Moderate extent, 4-Agree and 5-Strongly agree.

	1	2	3	4	5
Informative advertising					
Adverts of Habesha Brewery meet the intended audience.					
The advertisement Media used are reachable by the target market					
Advertising delivers awareness of Habesha beer					
Habesha Advertising provides sufficient Information about its products					
Used to make audiences laugh, but provides information about the product or service					
Persuasive advertising					
Use Untruthful tactic in which a salesperson lures customers into a store with the promise of a bargain					
Uses a celebrity or famous person to endorse a product					
The advertising Makes viewers feel certain emotions					
The advertising highlights highly valued beliefs, such as patriotism, peace, or freedom					
Use vivid words and plain language					
Reminder advertisement					
The advertising keep Habesha beer in the mind of the consumer					

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once the product is already familiar					
Uses an extensive advertising campaign seasonally					
Advertising is designed to remind consumers of the benefits of a product or of their current need for those benefits.					
Advertising inform its existing customers regarding its products or services already existing in market seldom					
Advertising keeps updating knowledge of the customers regarding products availability in the markets					
customers see advertisements while browsing websites and apps from the Google Display Network					

Section III: sales volume

To what extent has advertising influenced sales volume of Habesha Brewery? Use 1- Strongly disagree, 2-Disagree, 3-Moderate extent, 4-Agree and 5-Strongly agree.

	1	2	3	4	5
Encourage large size purchase					
Provide sample tasting among non-users					
Provide sales promotion on off season buying					
Build brand loyalty& Equity for the existing consumer					
Combination of various types of promotional strategies helps the company to achieve the desired objectives.					
Increase the number of customer by giving discount					
Increase number of consumer by sponsoring events					